



CALIFORNIA ASIAN PACIFIC ISLANDER LEGISLATIVE CAUCUS

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California Asian Pacific Islander Legislative Caucus Applauds Historic Agreement Between Comcast/NBCU and Asian American Media and Civil Rights Groups

SACRAMENTO – The California Asian Pacific Islander Legislative Caucus applauded the announcement that five of the nation's leading Asian American media and civil rights organizations executed a landmark agreement with Comcast Corporation (Comcast) and NBC Universal (NBCU).

The memorandum of understanding with the Asian American Justice Center (AAJC), East West Players (EWP), Japanese American Citizens League (JACL), OCA and Media Action Network for Asian Americans (MANAA) spells out commitments on diversity triggered by Comcast's merger with NBCU.

"On behalf of my fellow caucus members, I congratulate the Asian American Justice Center (AAJC), East West Players (EWP), Japanese American Citizens League (JACL), OCA and Media Action Network for Asian Americans (MANAA) for their work on this agreement that includes very substantial provisions to increase the inclusion of Asian Americans in the media and the communications industry," said Warren T. Furutani, chair of the API Legislative Caucus. "We applaud the work of Congressional Asian Pacific American Caucus Chairman Mike Honda and Rep. Judy Chu, chairwoman of the caucus's economic development taskforce for their extraordinary leadership in advocating Asian American concerns and needs and paving the way for this historic agreement."

The Asian Pacific Islander Legislative Caucus previously issued a letter that supported the work of the Congressional Asian Pacific American Caucus and the API Media Coalition to work out an agreement with Comcast/NBCU to address the needs and concerns of the community.

The agreement addresses many aspects of media diversity and focuses on five main areas: corporate governance; employment/workforce recruitment and retention; procurement; programming; and philanthropy and community investments.

A key component is Comcast's commitment to expanding its distribution of Asian American owned, operated and targeted programming either through expanding the distribution of an existing channel or initiating a new channel. The channel will have 24/7 programming in English and will be rolled out in major Asian American media markets.

Comcast has also agreed to launch a new video-on-demand offering called Cinema Asian America as part of its standard digital package, ultimately becoming available to 18 million subscribers, which it will back up with marketing and communications plan. Additionally, Comcast will dedicate at least \$1 million investment over three years to build a bigger pipeline for Asian American-themed programming. NBCU will build on its work with the Asian American Media Coalition on its efforts to feature Asian Americans in front of and behind the cameras for both television and film. And both companies will increase the news and information choices for Asian American viewers.

As for its governance, Comcast will make its "best efforts to fill a future board opening with an Asian American candidate" and designate a "senior-level" member of its external affairs and public policy staff as a community liaison. And it will appoint nine members to its new Asian American Advisory Council, four of whom will come from the ranks of the organizations that signed on to this memo of understanding.

Finally, Comcast and NBCU are committed to boosting diversity among the companies and businesses from which they procure goods and services. They will increase how much is spent on diverse business partners, including Asian American-owned enterprises.

This agreement is similar to ones Comcast has negotiated with other communities.

To read the full memo, visit <http://tinyurl.com/32olle6>. To see AAJC's letter to the Federal Communications Commission regarding the merger visit <http://tinyurl.com/39ynl2x>.

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